Pearson BTEC Level 1/Level 2 Tech award

Sample assessment material for first teaching 2022

Supervised hours 10 hours
Prep 12 weeks (monitored)

Paper reference **21153K**

Creative Media Production

COMPONENT 3: Create a media product in response to a brief

Part S

You do not need any other materials.

Instructions

- This booklet contains material for the completion of the set task under supervised conditions.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- This booklet may be given to learners as soon as it is received, so that learners can start the research and development period in advance of the final supervised assessment period.
- This set task should be undertaken according to the instructions provided in this booklet.

Information

- The total mark for this paper is 60.

Turn over ▶

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Instructions to Teachers/Tutors and/or Invigilators

The set task should be completed during the 12-week assessment period timetabled by Pearson.

The 12-week assessment period comprises:

- an independent research period
- Activity 1 (Parts A and B)
- a preparatory period
- Activity 2.

The written outcomes for Activity 1 must be completed under supervised conditions with a maximum duration of **five** hours. The supervised time can be in more than one session and must be completed during the 12-week assessment period specified by Pearson.

Outcomes for Activity 1 must be retained by the teacher/tutor. Copies of the outcomes should be made available to the learner during the preparatory period and Activity 2.

Following the completion of Activity 1 (Parts A and B), learners will need to use the preparatory period to collect and generate material, footage and/or assets for the production process. The preparatory period must be within the 12-week assessment period and prior to Activity 2.

This preparatory period will be supervised under low control conditions.

All outcomes for submission must be produced individually. However, in generating the material during the preparatory period that will subsequently be used in Activity 2, learners may enlist the help of others to create material, for example as an actor, interviewee, model, camera assistant or boom operator.

Learners must save their work regularly and ensure that all materials can be identified as their own work.

Learners have a maximum of **five** hours to complete Activity 2. Activity 2 is where they will pull together footage, assets and content to create their final project and create their Technical and Review Record. This must be completed under supervised conditions. The supervised time can be in more than one session and must be completed during the time specified by Pearson.

The set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the ***Instructions for Conducting External Assessments (ICEA)*** document, to ensure that the supervised period is conducted correctly and that learners carry out the required activities independently.

Teachers/tutors and/or invigilators should note that they are responsible for maintaining security and for reporting issues to Pearson. In particular:

- learners are not allowed to take any notes into the supervised environment
- learners are permitted access to pre-production templates for Part B of Activity 1 only
- only permitted materials for the set task can be brought into the supervised environment
- during any permitted break and at the end of supervised session(s), materials must be kept securely, and no items removed from the supervised environment
- outcomes for Activity 1 (Parts A and B) must be held securely and made available to learners during the preparatory period and Activity 2.

Outcomes for submission

Learners should submit **five** pieces of evidence:

- Activity 1 (Part A): Ideas Log
- Activity 1 (Part B): Planning Material
- Activity 2: Final Media Product(s) **and** a Technical and Review Record.
- completed authentication sheet for each assessed learner confirming that all work was completed independently as part of the authentication submitted to Pearson.

Instructions for Learners

Read the set task information carefully.

You must plan your time and submit all the required evidence at the end of each supervised period. Your centre will advise you of the timings for the supervised periods.

You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised period and must not share your work with other learners.

Outcomes for submission

You should submit **five** pieces of evidence:

- Activity 1 (Part A): Ideas Log
- Activity 1 (Part B): Planning Material
- Activity 2: Final Media Product(s) **and** a Technical and Review Record
- completed authentication sheet.

Set Brief

HELP! is a UK based charity that promotes volunteering opportunities for young people in their communities. HELP! wants to change what young people think about volunteering.

HELP! wants young people to know that volunteering has benefits and wants to challenge stereotypes about this kind of work. HELP! wants to make it clear that people from all walks of life can get a lot out of helping others.

The charity has asked you to produce a media product(s) to promote volunteering to an audience of 14 to 18-year olds. HELP! encourages you to think creatively about how you will challenge the idea that volunteering is boring or uncool.

The media product(s) should:

- highlight the benefits of volunteering to young people
- show that all sorts of people volunteer from different communities
- include the charity name HELP!

You must create a product(s) from one of the following sectors: Audio/Moving Image, Print or Interactive.

Audio/Moving Image

Produce an audio or moving image media product(s). You should:

- create a product or products totalling between 60–90 seconds
- include original recordings for an audio product(s) or original footage for a video product(s)
- make appropriate use of sound and/or sound effects
- use appropriate editing techniques
- export the final media product(s) in an appropriate digital format.

Print

Produce pages for a print product(s). You should:

- create 3 or 4 pages
- include original images and graphics
- make appropriate use of page layout and design techniques
- include written content appropriate to the brief
- export the final media product(s) in an appropriate digital format.

Interactive

Produce an interactive media product(s). You should:

- create 2 or 3 digital pages, screens and/or levels
- include original assets
- use appropriate interactive features
- include appropriate navigation between digital pages, screens or levels
- export the final media product(s) in an appropriate digital format.

Set Task

You must complete ALL activities within the set task.

In preparation for Activity 1 (Parts A and B), you must carry out research to support you in generating ideas in response to the brief.

You have **five hours** to complete Activity 1 (Parts A and B) under supervised conditions, during the time scheduled by your teacher/tutor and/or invigilator.

Activity 1 (Part A): Ideas Log

Complete an Ideas Log on the development of your chosen idea for a media product(s) in response to the brief.

You must complete a log providing information on:

- your initial ideas and how your ideas will meet the brief with reference to:
  - your target audience
  - how any other media products have influenced your ideas
  - the content of your chosen idea and how it will be structured into a narrative, running order, pages, screens or levels
  - how the content meets the requirements of the brief
  - the style that will be used in chosen your idea.

You will be assessed on your ideas, and how they respond to the needs of the brief.

(Total for Activity 1 (Part A) = 15 marks)

Activity 1 (Part B): Planning Material

You must develop your ideas by producing planning material in order to visualise the content and style of your media product(s).

Audio/Moving Image

Produce **either** the script for your audio product(s) or the storyboard for your moving image product(s).

The script should include:

- timings and cues
- a description of the type of audio, e.g. sound effect, music, character name, host
- details of the audio, e.g. dialogue, scripted speech, description of music, questions for an interviewee
- notes to the speaker on delivery.

The storyboard should include:

- a key 30-second sequence
- a visual representation of the action in each frame
- a description of each frame, e.g. shot type, composition, framing, duration, use of sound
- arrows to indicate camera movement and character movement
- information on how each shot connects to the next, e.g. through the use of transitions.

Print

Produce the layout and design for the pages of your print product(s).

The page layout and design should include:

- headlines and straplines
- the positioning of body copy, images and other assets, e.g. running heads, pull quotes, cover lines
- notes on design features, e.g. typography, use of colour, styles, effects.

Interactive

Produce the layout and design for the pages, screens or levels of your interactive media product(s).

The layout and design should include:

- use of assets, e.g. text, images, buttons, sound, character movement
- notes on design features, e.g. typography, use of colour, styles, effects
- notes on interactivity/gameplay, navigation and movement
- visual representation of pages, screens or levels.

You will be assessed on your understanding of and use of skills and techniques to communicate how your ideas will be realised.

(Total for Activity 1 (Part B) = 15 marks)

Preparatory Period

You should use the preparatory period to:

- create original assets/material
- prepare original assets/material
- gather assets/material from secondary sources.

Activity 2: Final Media Product(s)

You have **five hours** to create your media product(s) and Technical and Review Record, under supervised conditions, during the time scheduled by your teacher/tutor.

You should:

- use your ideas from Activity 1 (Part A), planning material from Activity 1 (Part B) and material, footage and/or assets that you have collected and generated in the preparatory period to:
  - create your media product(s) in response to the brief
  - export your product(s) in an appropriate digital file format.

Produce a Technical and Review Record of up to two sides of A4 that:

- outlines how you have used software and equipment to create key aspects of your product(s)
- documents the outcomes of key review points in the production process.

You will be assessed on your use of production skills and techniques, your communication of ideas and how closely your product(s) meets the requirements of the brief.

(Total for Activity 2 = 30 marks)

TOTAL FOR TASK = 60 MARKS